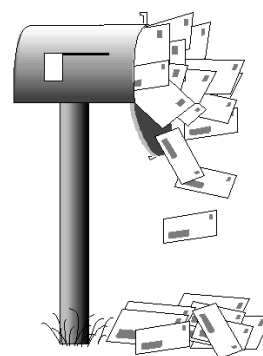# Do Something About Your Junk Mail
Besides trash it

Millions of catalogs, flyers, magazines, and other promotional mail pieces are sent to former employees every week. This undeliverable mail not only costs the marketer sending the mail, it costs your agency valuable time and money to handle and dispose of it.

The Department of General Services' State Mail Services (SMS) has partnered with the Ecological Mail Coalition to provide agencies the easiest, most effective way to stop undeliverable catalogs, magazines, and other bulk mail in its tracks, putting the brakes on wasted time and money.

What's more, you'll rein in environmental waste. Best of all, this service is completely free!

S.M.S.
STATE MAIL SERVICES

Why Use?

- Catalogs and other promotional mailings accounted for 5.6 million tons of the solid waste stream in the U.S. in 1999.

- Nearly 90% of Fortune 500 companies dispose of advertising mail sent to former employees as soon as it is received.

- For every 20 former employees still receiving mail at your business, you're receiving at least 300 pounds of advertising mail and at least three trees are consumed to produce those mailings.

How this Service Works

Agencies input information about employees that have left or been relocated.

Marketers submit their mailing lists to the Ecological Mail Coalition for comparison to the names and addresses of the employees that your agency has submitted.

Outdated contacts are flagged for removal or addresses are changed for relocated contacts.

Over time, your undeliverable mail volume will drop dramatically.

Everybody is a winner! Your agency reduces undeliverable mail and marketers save money by mailing only to valid recipients. Even the planet benefits from the reduced waste of natural resources.

May be the Easiest Cost-Reduction Program You'll Implement This Year

How to Use the Ecological Mail Coalition

Step 1: Register

- Each agency or office should have one person designated to use the system.

- This person will go to the SMS website (http://sms.dgs.virginia.gov) and follow the link to access the Ecological Mail Coalition. Bookmark this page for future access.

- On the initial visit the user will need to perform a one time registration.

Commonwealth Ecological Mail Homepage

1– Return visit log-in

2– On first visit, click here to register

The Ecological Mail Coalition is only for business use, for junk mail at home use the Direct Marketing Association Consumer Assistance website: www.dmaconsumers.org.

How to Use the Ecological Mail Coalition

Step 1: Register (Continue)

- You will need to add a new location for your office. Correctly entering this location will reduce the need for future data entry.

- Your email address and self selected password will be all you need for future logins to the Ecological Mail Coalition.

Registration Screen

3– Add your office location after making sure it is not already listed.

How to Use the Ecological Mail Coalition

Step 2: Input Data

- Once registered you are ready to enter information about former employees.

- Use the "Add Former Employee" link to add the name of an employee who is no longer working for your department to Ecological Mail Coalition's database.

- Use the "Add Employee Change of Address" link if an employee has changed departments and they would like their advertising mail forwarded to their new address.

Add Former Employees Screen

Marketers are never given direct access to the information you input, rather they submit their mailing lists to the Coalition who compare the lists with information in their database.

Consult SMS for more information

What types of mail will be affected by my participation?

Marketers only remove matched names from mailing lists used to send standard class (formally known as third class) mail. This is the class of mail used for advertising mail such as brochures, postcards, catalogs, and fliers.

First class mail, such as invoices and correspondence, should **not** be affected.

What if I have a large list?

The website is designed to make the process quick, easy, and efficient. In just ten minutes you can typically enter between 20 and 40 employees.

If you can obtain a file of terminated employees or if you maintain an Excel spreadsheet, Ecological Mail Coalition can upload it saving you the time of entering it.

To send your file, email it to info@ecologicalmail.org.

When will I see results?

You should expect to begin seeing results **within six months** of submitting your information to the Ecological Mail Coalition database.

Because marketers only submit their mailing lists periodically, it takes time for your information to enter the matching cycle. Mailings that were already being processed may still be sent before the information is removed from marketers' lists.

SMS CONTACT INFORMATION

http://sms.dgs.virginia.gov
StateMail@dgs.virginia.gov
(804) 236-3592